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ਪੰਜਾਬ ਸਰਕਾਰ

ਸਮਾਜਿਕ ਸੁਰੱਖਿਆ, ਇਸਤਰੀ ਤੇ ਬਾਲ ਵਿਕਾਸ ਵਿਭਾਗ

(ਸਮਾਜਿਕ ਸੁਰੱਖਿਆ ਸ਼ਾਖਾ)

ਅਧਿਸੂਚਨਾ

ਮਿਤੀ 24 ਨਵੰਬਰ, 2025

ਨੰ: 11/129/2025-6ਸਸ/E960628/1249182.-ਪੰਜਾਬ ਦੇ ਰਾਜਪਾਲ ਜੀ ਪ੍ਰਸੰਨਤਾਪੂਰਵਕ "ਉਡਾਨ ਸਕੀਮ" ਦਾ ਪੁਨਰਗਠਨ ਕਰਦੇ ਹੋਏ, ਇਸ ਦਾ ਨਾਮ "ਨਵੀਂ ਦਿਸ਼ਾ ਸਕੀਮ" ਕਰਨ ਅਤੇ ਇਸ ਸਕੀਮ ਨੂੰ BFAIR Programme (ਜੋ ਕਿ ਸਾਲ 2022-23 ਵਿੱਚ ਲਾਗੂ ਹੋ ਚੁੱਕਾ ਹੈ) ਅਧੀਨ ਨਾਲ ਨੱਥੀ ਦਿਸ਼ਾ-ਨਿਰਦੇਸ਼ਾਂ (**ਅਨੁਲੱਗ-ਏ**) ਅਨੁਸਾਰ ਲਾਗੂ ਕਰਨ ਦੀ ਪ੍ਰਵਾਨਗੀ ਦਿੰਦੇ ਹਨ।

2. ਇਹ ਅਧਿਸੂਚਨਾ ਮੰਤਰੀ-ਪ੍ਰੀਸ਼ਦ ਦੀ ਮੀਟਿੰਗ ਮਿਤੀ 15.11.2025 ਵਿੱਚ ਪ੍ਰਵਾਨ ਹੋਈ ਤਜਵੀਜ਼ ਦੇ ਸਨਮੁੱਖ ਜਾਰੀ ਕੀਤੀ ਜਾਂਦੀ ਹੈ।

4. ਇਹ ਅਧਿਸੂਚਨਾ ਜਾਰੀ ਹੋਣ ਦੀ ਮਿਤੀ ਤੋਂ ਲਾਗੂ ਹੋਵੇਗੀ।

ਚੰਡੀਗੜ੍ਹ
ਮਿਤੀ 22 ਨਵੰਬਰ, 2025

ਵਿਕਾਸ ਪ੍ਰਤਾਪ, ਆਈ.ਏ.ਐਸ
ਵਧੀਕ ਮੁੱਖ ਸਕੱਤਰ, ਪੰਜਾਬ ਸਰਕਾਰ
ਸਮਾਜਿਕ ਸੁਰੱਖਿਆ, ਇਸਤਰੀ ਤੇ ਬਾਲ ਵਿਕਾਸ ਵਿਭਾਗ

GOVERNMENT OF PUNJAB

DEPARTMENT OF SOCIAL SECURITY, WOMEN AND CHILD DEVELOPMENT

(Social Security Branch)

NOTIFICATION

The 24th November, 2025

No. 11/129/2025-6SS/E960628/1249182.–The Governor of Punjab is pleased to restructure the "UDAAN Scheme", rename it as "Naavi Disha Scheme" and approve the implementation of this scheme under the BFAIR Programme (which has been implemented in the year 2022-23) as per attached guidelines (Annexure-A).

2. This notification is issued in view of the approval received regarding the proposal sent in the Council of Ministers meeting dated 15.11.2025.

3. This notification shall come into effect from the date of its issue.

VIKAS PRATAP, IAS
Additional Chief Secretary to the Government of Punjab
Department of Social Security and
Women & Child Development.

Chandigarh
The 22nd November, 2025

Guidelines of Navi Dishaa Scheme

1 **Aim of the Scheme:** The Scheme shall aim at promoting healthy menstrual hygiene practices among women/girls of menstruating age in Punjab through:

1.1 awareness generation, IEC (Information, Education & Communication)/ BBC (Behaviour Change Communication) to promote healthy menstrual management practices.

1.2 distribution of free sanitary napkins to needy women/girls.

1.3 awareness generation about promotion of safe disposal of sanitary waste in an environmentally sustainable manner.

2 **Objectives:** The objectives of the Scheme shall be:

2.1 special emphasis on menstrual health education among adolescents and young women.

2.2 improve understanding about the importance of healthy menstrual hygiene practices in the overall context of improvement in the health status of women and redressal of issues like anaemia, still births and maternal mortality.

2.3 protect women/girls from menstrual hygiene-related diseases.

2.4 improve accessibility to basic hygiene products.

2.5 promotes a better standard of living for women and enhances women's self-esteem.

2.6 improves the productivity of women.

2.7 ensure safe disposal of sanitary napkins.

3 **Period of Implementation:** Initially, the Scheme shall be implemented in the State using the BFAIR (Building Fiscal & Institutional Resilience for Growth) project funds till 30.06.2027. Thereafter, the decision to implement the scheme as a State sponsored scheme will be taken after reviewing the results of the impact assessment carried out under BFAIR Programme. The tentative estimated expenditure under the scheme would be in the range of Rs. 60-65 crores per annum. However, exact expenditure would be available only once the Rate Contract gets finalised by the Controller of Stores, Punjab, for the years in question. The exact expenditure also depends on the number of women availing benefits under this scheme.

4 **Target beneficiaries:**

4.1 The Scheme shall target all menstruating women in the age-group 15-44 in the State of Punjab. The total number of women in the ages 15-44 in the State, as per Census 2011 is 66,43,540. All women in this age group shall be the beneficiaries of this Scheme.

4.2 Free distribution of sanitary napkins shall be done to any needy beneficiary, who is not availing free/subsidized sanitary napkins under any Scheme already being run by any other Departments in the State. Some indicative categories of women eligible under the Scheme are as follows:

4.2.1 School drop-out girls, out- of- school girls and young women not attending College.

4.2.2 Women from Below Poverty Line (BPL) families

4.2.3 Poor women in Slum areas

4.2.4 Itinerant traveller (banjara/gypsy) families

4.2.5 Homeless women

4.3 For free distribution of sanitary napkins, total 50 needy women/girls shall be the benchmark number for availing free sanitary napkins at each Anganwadi Centre across the State. Hence the total no. of benchmark beneficiaries for 27,314 AWCs in the State is 13,65,700. In case more than 50 beneficiaries visit Anganwadi Centres (AWCs) to avail the benefit of free sanitary napkins, they must be provided sanitary napkins accordingly. Beneficiaries may be increased from a fixed number of 50 at Anganwadi Centres (AWCs) according to the demand for sanitary napkins.

4.4 Aadhaar authentication of all the beneficiaries shall be ensured so that there is no duplicity in the beneficiaries availing the benefits under the Scheme. This will be done through the MIS developed in this regard.

5 Components: The Scheme shall have the following components:

5.1 Distribution of sanitary napkins to eligible women in the State of Punjab:

5.1.1 Procurement & Supply of Sanitary Napkins: All eligible/identified women shall be provided 9 sanitary napkins each month. The Controller of Stores (CoS), Punjab shall issue a Rate Contract for the procurement of sanitary napkins. The orders shall be placed as per Scheme guidelines and provisions of the Rate Contract to the selected suppliers/manufacturers. The supply shall be received at each office of Child Development Project Officer (CDPO) under the Department of Social Security, Development of Women & Children. Department of Social Security, Development of Women & Children and Controller of Stores, Punjab would jointly ensure that the process of Rate of Contract shall begin well in advance of the expiry date of the earlier Rate Contract. In the event of the gap between expiry of the earlier Rate Contract and finalization of the new Rate Contract, the concerned Officials shall be held responsible and strict action shall be taken against such erring officials.

5.1.2 Further distribution to the beneficiaries: The Child Development Project Officer (CDPO) will ensure further

transportation of sanitary napkins to each Anganwadi Centre (AWC) for distribution to beneficiaries. Transportation cost @ 2% of the procurement cost per block shall be provided to all Child Development Project Officers (CDPOs) for transportation of the sanitary napkins from CDPO office to each Anganwadi Centre (AWC). Sanitary napkins shall be distributed to needy women/girls across the State by Anganwadi Workers (AWWs).

5.1.3 Quality Testing: The material to be supplied shall be pre-inspected by the joint team of Controller of Stores (CoS) and this Department and an Inspection Note shall be issued after the satisfactory lab testing of the sample done by the Government-approved empanelled laboratories as per provisions of the Rate Contract. Cost of laboratory testing shall be borne by the supplier/manufacturer.

5.2 Awareness campaigns: Information Education Communication & Behaviour Change Communication: The broad framework of the campaign shall be as follows:

5.2.1 Demand Survey shall be conducted to estimate the number of women desirable to receive free sanitary napkins under the Scheme and the lists of the same shall be drawn up.

5.2.2 IEC (Information, education and communication): IEC Campaigns will be designed to highlight the importance of menstrual hygiene in the overall physical and social well-being of menstruating women and promote adoption of healthy practices. Emphasis shall be on countering misinformation around menstruation. Both Digital as well as mass media including print, TV and radio shall be used.

5.2.3 Behaviour Change Communication (BCC): This will involve campaigns to specific behavioural changes through targeted and strategic messaging. Such campaigns will be designed with the needs of the target population in mind, in order to ensure maximum improvement in menstrual hygiene practices. The distribution of free sanitary napkins will also work in this direction. Feedback Surveys from beneficiaries will be conducted to assess the effectiveness of the campaign.

5.2.4 IEC (Information, education and communication) experts: A dedicated IEC agency would be engaged by the Department to support the Department functionaries in reaching out and mobilizing the people.

5.2.5 Involvement of Non-Governmental Organizations (NGOs): The Department would endeavour to ensure that reputed NGOs working in the State are involved in the implementation of the Scheme and generating awareness about it.

5.2.6 Coordination with Department of Health & Family Welfare: There shall be regular coordination with

Department of Health & Family Welfare, especially with Punjab NHM (National Health Mission), to share resources and create better synergies in generating awareness about menstrual hygiene and disposal of sanitary waste.

6. **Disposal of Sanitary Waste:** Inappropriate handling of used napkins is already posing a major challenge due to harmful pathogens that cause serious health and environmental hazards. In addition, blocking of drains due to the discarded napkins is becoming a critical issue. Therefore, it shall be an endeavour to ensure efficient and scientific disposal of sanitary napkins throughout the State, in consultation with the Department of Rural Development & Panchayats (DoR&DP), Department of Water Supply & Sanitation (DoWS&S) and Department of Local Government (DoLG). The Department of Rural Development & Panchayats (DoR&DP), Department of Water Supply & Sanitation (DoWS&S) and Department of Local Government (DoLG) shall take necessary action for the disposal of waste of sanitary napkins in urban and rural areas.

7. **Monitoring & Evaluation:** The Scheme shall be monitored at the State level by the State Resource Centre for Women (SRCW) set up under the Directorate, Social Security, Development of Women & Children. The State Resource Centre for Women (SRCW) shall report to the Director, Social Security, Development of Women & Children on the day-to-day implementation and management of the Scheme. The Department would conduct a telephonic survey of 2% beneficiaries on a monthly basis to determine the scheme's last mile implementation status and to avoid any pilferage.

   Periodic review shall be conducted at the level of the Administrative Secretary, Social Security, Development of Women & Children. The Department of Social Security, Development of Women & Children shall also create an annual evaluation system to see if the benefits are reaching the intended recipients and to propose course corrections as may be needed. The Scheme will be implemented for an initial duration of two years. Upon completion of this period, a comprehensive impact assessment will be conducted, and subsequent decisions shall be made based on the findings.

   The data related to out of school/college girls of age group 10-19 years covered in coordination with Menstrual Hygiene Scheme (MHS) would also be uploaded on HMIS (Health Management Information System).

8. **Incentives:** Anganwadi Workers (AWWs) shall be responsible for distribution of sanitary napkins are honorary paid workers employed under the Saksham Anganwadi & Poshan 2.0 (Previously Integrated Child Development Scheme) and hence, this will be an extra responsibility given to them. Hence, Anganwadi Workers (AWWs) will be provided an incentive of Rs. 2 per beneficiary per quarter for distribution of sanitary napkins. The benefit shall be contingent on distribution to at least 35 beneficiaries each quarter (during 2025-26) and at least 45 beneficiaries each quarter (during 2026-27). In case the number of beneficiaries is below these numbers, no incentive shall be admissible to the concerned Anganwadi Worker (AWW) for that particular quarter. In case an Anganwadi Worker (AWW) covers more than 50 beneficiaries, the additional coverage shall also be rewarded with an incentive of Rs. 2 per additional beneficiary.

However, incentives, if any, to ASHA workers shall be given by the Department of Health & Family Welfare as per their own approved norms.

9. **MIS & Data Capturing:** A system of data capturing and Management Information System (MIS) shall be created to ensure and monitor the system of registration and distribution under the Scheme. The same shall be done with technical support by the Department of Good Governance & IT (DoGG&IT). A dashboard for outreach and information dissemination about the Scheme shall also be created.

10.Financial outlay and budget provision:

10.1 The Scheme shall be implemented from the budgetary provisions under the Building Fiscal & Institutional Resilience for Growth (BFAIR) project. For the present financial year i.e. 2025-26, a budget provision is as follows:

Table 10.1: Budget provision for Financial Year 2025-26

EXPENDITURE HEAD		Description	Budget Provision for 2025-26 Amount in Crores
2235-Social Security & Welfare- 60- Other Social Security & Welfare Programmes- 200- Other Programmes- 47- Building Fiscal & Institutional Resilience for Growth-99-			
16	Publication	--	1
18	Conference, Seminar, Workshop, Tours etc.	Includes the cost of incentive to Anganwadi workers @ 2%	1
28	Professional Services	--	0.5
50	Other Charges	Includes procurement cost and transportation cost @ 2% of procurement cost	50.50
TOTAL			**53**

10.2 Following is the estimated requirement of funds under the Scheme:

Table 10.2: Expected Expenditure for Financial year 2025-26 & 2026-27

Sr. No.	EXPENDITURE HEADS		2025-26	2026-27	TOTAL
			Amount in Crores		
a.	Navi Dishaa Scheme: Sanitary napkin supply & carriage	Procurement	55.09	60.6	115.69
		Carriage	1.1	1.21	2.31
	a Total		**56.19**	**61.81**	**118**

b.	IEC & Publications (Mata Tripta) including Incentives to AWWs	2	2	4
TOTAL		**58.19**	**63.81**	**122**

The above figures are estimates and the requirement of additional funds, if any, will be submitted to the Department of Finance.

10.3 The details of BFAIR DLIs and corresponding mapped expenditure heads are as follows:

Table 10.3.1: DISBURSEMENT LINKED INDICATORS (DLIs)

FY	Sr. No.	DLIs	Funds In Rs. Crores		
			World Bank Share (70%)	State Govt. Share (30%)	TOTAL
YEAR 1: 2022-23	1.	Government Order on GRB guidelines issued by the DoSS&WCD (Already Achieved)	8.5	3.65	**12.15**
YEAR 2: 2023-24	2.	Gender budget statement issued for a four (4) Departments. (Already Achieved)	8.5	3.65	**12.15**
YEAR 3: 2024-25	3.	Gender budget statement issued for a six (6) Departments. (Already Achieved)	12.75	5.46	**18.21**
YEAR 4: 2025-26	4.	Cabinet Approval for the Navi Dishaa Scheme	8.5	3.65	**12.15**
	5.	MIS Dashboard operationalized for Navi Dishaa Scheme operationalized	8.5	3.65	**12.15**
	6.	60% of beneficiaries receive benefits under the Navi Dishaa Scheme (With scale up for every additional 10% upto a maximum of 80%)	29.75	12.75	**42.5**
YEAR 5: 2026-27	7.	Gender Dashboard is set up to track at least 3 schemes implemented by DoSS&WCD	8.5	3.65	**12.15**
	8.	95% of beneficiaries receive benefits under the Navi Dishaa Scheme	42.5	18.21	**60.71**

	9.	Independent study report published on the impact of Navi Dishaa Scheme	8.5	3.65	**12.15**
TOTAL		**In Rs. Crores**	**136**	**58.32**	**194.32**

Above DLIs at Sr. no. 4, 5, 6, 8 & 9 are related to the implementation of the Navi Dishaa Scheme.

Table 10.3.2 EXPENDITURE HEADS

World Bank has allowed fungibility of DLIs, whereby disbursement from achievement of various DLIs can be adjusted against other expenditure heads.

Sr. No.	**EXPENDITURE HEADS**	**YEAR 4 :2025-26**	**YEAR 5:2026-27**	**TOTAL**
		In Rs. Crores		
a.	Directorate SSWCD: Establishment Expenses	3.9	3.9	**7.8**
b.	Directorate SSWCD: Computerization	0.005	0.005	**0.01**
c.	Honorarium to AWWs	26.5	26.5	**53**
d.	Data Collection from Households/ MIS under Udaan	0.15	0.20	**0.35**
e.	Consultancy Studies	0	0.3	**0.3**
f.	Gender Dashboard	0.1	0.3	**0.4**
g.	Trainings for Gender Budgeting	0.02	0.05	**0.07**
h.	Navi Dishaa Scheme: Sanitary pad supply	56.19	61.81	**118**
i.	IEC (Mata Tripta)	2	2	**4**
j.	Cost of Gender Cell	0.207	0.393	**0.6**
TOTAL		**89.072**	**95.458**	**184.53**
PREVIOUS EXPENDITURE (YEAR 1-3)		**7.609**	**3.261**	**10.87**
GRAND TOTAL		**96.681**	**98.719**	**195.40**

10.4 Budget provision under Menstrual Hygiene Scheme (MHS) of National Health Mission (NHM) shall also be dovetailed with the Scheme.

11. State Task Force: Overall progress of the Scheme shall be monitored by the State Task Force, constituted as follows:

Administrative Secretary, Social Security and Development of Women & Children.	Chairperson
Member, Punjab Development Commission	Member
Administrative Secretary, Finance or nominee not below the rank of Additional Secretary.	Member
Administrative Secretary, Rural Development and Panchayats or nominee not below the rank of Additional Secretary.	Member
Administrative Secretary, Local Government or nominee not below the rank of Additional Secretary	Member
Administrative Secretary, Industries & Commerce or nominee not below the rank of Additional Secretary.	Member
Administrative Secretary, Health & Family Welfare or nominee not below the rank of Additional Secretary	Member
Administrative Secretary, Good Governance & IT or nominee not below the rank of Additional Secretary.	Member
Administrative Secretary, Science, Technology & Environment or nominee not below the rank of Additional Secretary.	Member
Administrative Secretary, Higher Education or nominee not below the rank of Additional Secretary	Member
Administrative Secretary, School Education or nominee not below the rank of Additional Secretary.	Member
Director, Social Security and Development of Women & Children.	Member Secretary

Any other member can be co-opted as per the need of the Scheme with the permission from the Chairperson of the State Task force. State Resource Centre for Women (SRCW), Department of Women & Child Development will assist the State Task Force (STF) for monitoring and implementation of the Scheme in the State.

3566/11-2025/Pb. Govt. Press, S.A.S. Nagar